A HOTELWORLD NETWORK PUBLICATION

Hotel Design

SEPTEMBER 2009

TRENDS, FASHION & INSPIRATION



Queen of Style

Ivanka Trump:
How the real estate heiress is affecting luxury hotel design

Why reuse is critical for your green project

A new ICON in Houston

Historic bank reborn as a hotel ... again

IVANKA TRUMP
TRUMP INTERNATIONAL



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Hotel Design

TRENDS, FASHION & INSPIRATION







THE BASICS

FEATURES

on the cover:
Ivanka Trump

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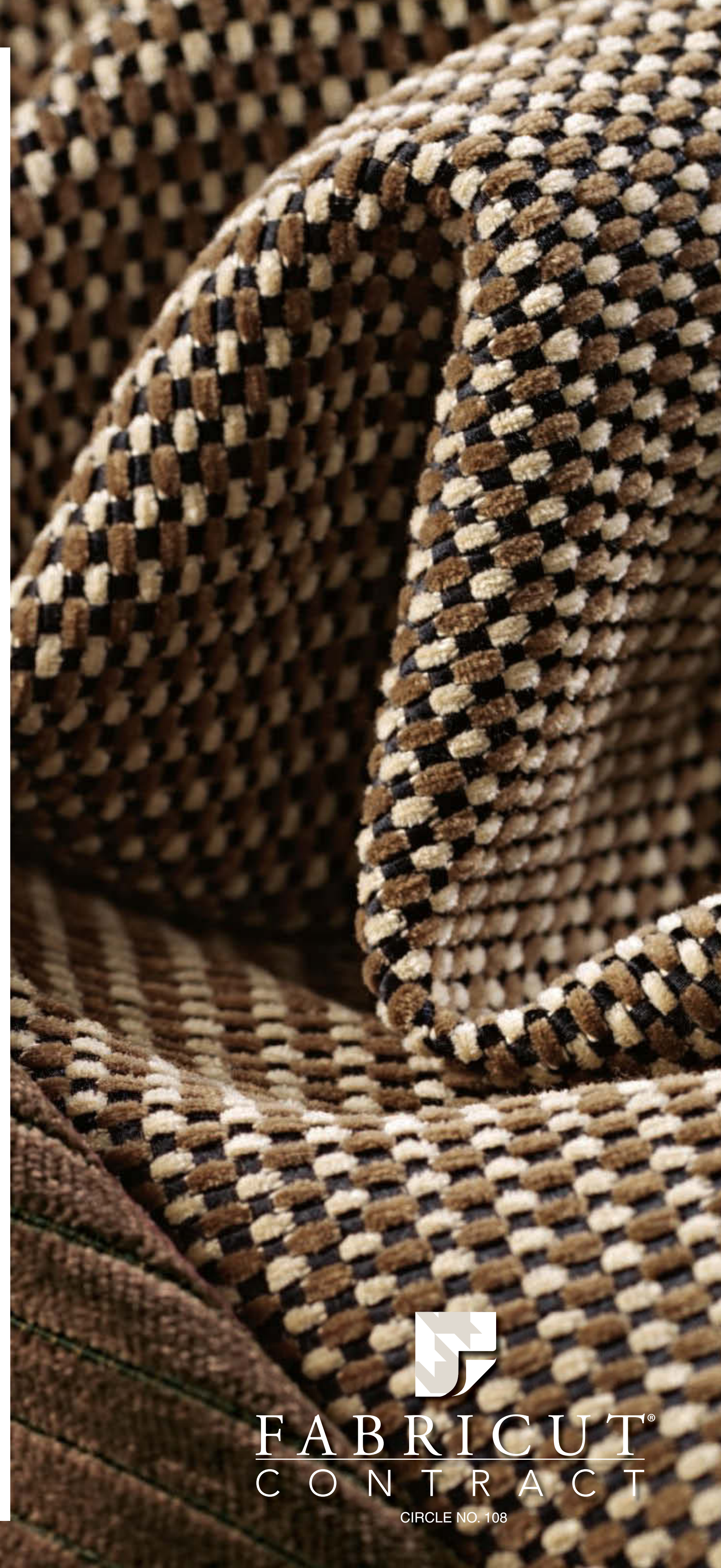
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The famous faces of green



Paul J. Heney
Editorial Director
pheney@questex.com

Our editors have long planned for this issue to be our "Green Issue." And while you'll certainly find a lot of great information about sustainability here this month, it wouldn't surprise any of us if you think of it instead as the "Celebrity Issue." It wasn't intended that way, but sometimes things have a way of working themselves out.

Ivanka Trump, who heads up the design department at The Trump Hotel Collection, is a fascinating new face in our field, and it's that face gracing our cover this month. As it turns out, sustainability is important to her and her team.

"We are committed to minimizing our hotels' impact on the planet, and we are accomplishing that through the design of our buildings, the products we incorporate into our guests' stays, environmental practices and sustainability principles," she told me.

The Trump Hotel Collection uses custom bath amenities that are 100-percent biodegradable formulas made without parabens, produced in North America rather than imported, and packaged in what she calls "the world's most recycled plastic."

At Trump SoHo New York, which opens this fall, the company is using technology that automatically puts a room into unoccupied status, turning down or off the heating/cooling system, lights and other electronics.

Ivanka has a lot of opinions on design and specifically on how hotels should be contextual, relating to their locales and neighborhoods. Read the feature, beginning on page 10.

This month, we're introducing a new sustainability columnist, someone who will be writing for us on a continuing basis. You've probably heard of him: **Thom Filicia**. Thom first came to international prominence as a member of the so-called "Fab Five" on the Bravo TV series, "Queer Eye for the Straight Guy," and currently hosts his own makeover show on the Style Network, "Dress My Nest." Thom has a passion for sustainability in design, and he practices what he preaches. It's an honor to have him on our team, and I think you'll enjoy his columns.

Last, but not least, you've probably seen **Jill Zarin's** fabric column in one of our past issues, and she's back with more this month. The designer from "The Real Housewives of New York City" brings a great perspective of her own to green issues, helping you figure out how to shop for green fabrics—as well as what questions you need to ask.

Green as the new fashionable

I know plenty of people who say they're "greened out." But within the design realm, the issue is of heartfelt importance to so many people. Walk around any design-oriented trade show and you'll not only see sustainable products, but also hear people talking about the topic with fervor. I mentioned above that we didn't specifically look for celebrities for our Green Issue. As always, we talk to and solicit columns from people on the leading edge of inspirational design—whether they're famous or whether they simply should be. But given how much I see celebrities on television touting their various green causes, maybe we've hit on something. Is it that celebrities are not only seeing green as sexy and cool, but green design as the ultimate trend? Isn't it nice to be ahead of the game? One of these days, maybe the rest of the world will catch up to us.

Enjoy the issue.

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Hotel Design mission statement

Hotel Design celebrates the design excellence of hotels, resorts, lodges and destination spas. Vivid photography, creative layouts and descriptive writing help present to the reader a broad focus on the new styles and fashion trends emerging in furniture, fixtures and the lodging spaces that provide a foundation for creativity. Hotel Design aims to be the source of inspiration for the individuals who help make it happen.

HOTEC investment is money well spent



Mary Malloy
Publisher
mmalloy@questex.com

HOTEC Design 2009 was held June 11-14 at the beautiful Langham Hungtington Hotel & Spa in Pasadena.

Once again, the event delivered numerous one-on-one prescheduled meetings between our industry's heavy hitters—the key buyers and designers, and some very impressive suppliers.

McLean Events (*www.mcleanevents.com*), our sister company, was the first to introduce this growing and very popular format into the hotel industry. We continue to improve upon this intelligent solution that we provide to those who are looking for an alternative to the costly tradeshows that do not guarantee who exactly will appear at your booth. This hybrid networking event is somewhat of a multi-tiered format: Participants meet one-on-one in a "speed dating" format, then the group gets together to network and have fun at various teambuilding exercises.

While there were so many highlights to tell you about, I think that in this case, pictures are worth a thousand words. On this page I share just a few of the hundreds of photos that highlight the productivity of the event. Visit our facebook profile page, "Hotel Design," to see the rest. You can also view the photos (as well as industry news, tips, tools and trends) at *www.HotelWorldNetwork.com*.

I strongly encourage you to mark your calendars for the next HOTEC Design here in North America, June 10-13, 2010. Since budget season is coming up, be sure to earmark this event as part of your sales and marketing strategy. Trust me, you won't regret the invaluable return on investment you will experience.

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OUT AND ABOUT 1. Grupo Kettal's Carlos Alfaro, Hotel Design's Mary Malloy and Grupo Kettal president Ken Jones 2. McLean Events director Rob Shannon and his wife, McLean chairman and CEO Noor Kassam, Mary Malloy, McLean VP Iain Tonna and operations manager Maritsa Samonas 3. Fabricut Contract's Darci Sassen 4. Jim Richman and Joe Pacheco of Academy Awning 5. Daniel Nevitt and Karl Lennon of Armourcoat 6. Adam Kubryk and Emily Young of Global Allies 7. Rick Sequeira and Carlos Canjura of Serta International with Mark Friesen of Beyer-Brown and Associates 8. Hotel Design's Stephanie Ricca and Brent Lynch of HFS Concepts 4.





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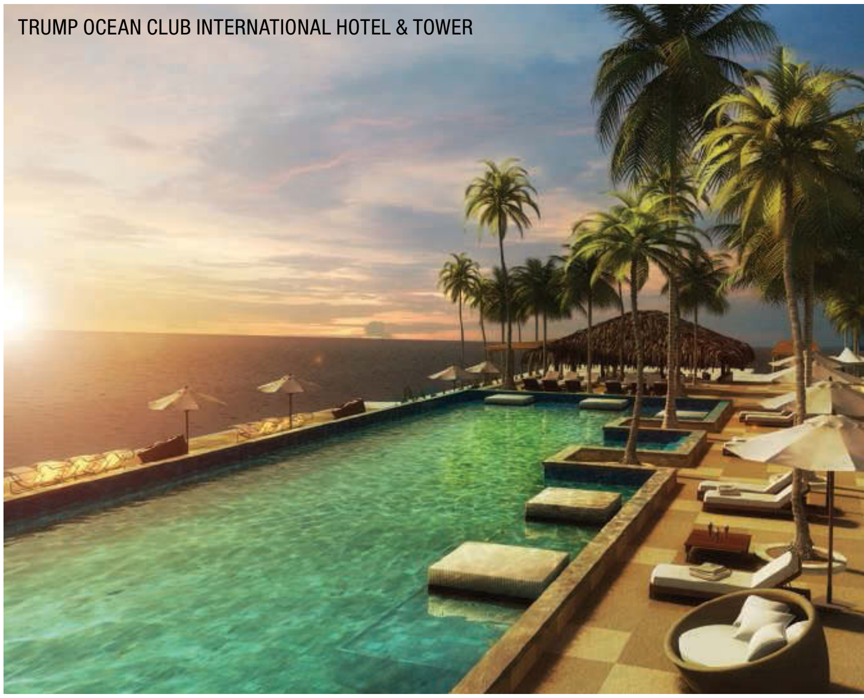
Queen of Style

BY PAUL J. HENEY

Ivanka Trump has definite opinions on design ... and she intends to use them

PHOTO: GIAN ANDREA DI STEFANO


TRUMP HOTEL COLLECTION: WAIKIKI


TRUMP OCEAN CLUB INTERNATIONAL HOTEL & TOWER

For a self-described "opinionated" person—and the daughter of a man well known for having an opinion or two of his own—Ivanka Trump certainly knows how to put people at ease. She begins with a self-deprecating remark about how she isn't the easiest person to coordinate schedules with before launching into her vision for how design fits into The Trump Collection. She glides from project to project with ease, and her excitement about working with the various designers she names is palpable.

Trump, daughter of famed real-estate-developer-turned-reality-TV-star Donald Trump, has had an interesting ride thus far. When she first appeared on the cover of Seventeen as a model, it would have been easy to write her off as another glamour-girl socialite who had few real ambitions. But since then, she has continued her modeling career, launched a line of jewelry and graduated summa cum laude from the Wharton School of Business at the University of Pennsylvania with a bachelor's degree in economics. She has spent the past several years growing her involvement in her father's company, The Trump Organization, as EVP of development and acquisitions. There, she has built a niche for herself by playing a vital role in the design decisions for the company's hotel collection, The Trump Collection.

An organic process

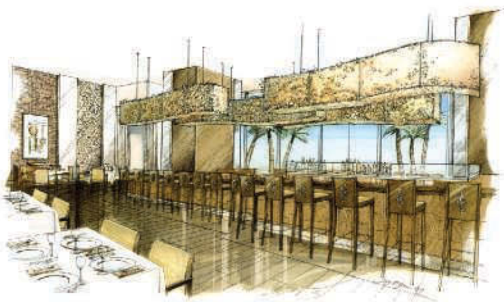
Trump says the process of designing each new Trump Collection property is an informal one, and it starts with her—she says the corporate joke is that she's "the resident female" in the office.

"Right from inception, I'm involved in planning [and] the interview process," she says. "I find [an informal process] to be the least stifling and the most productive when you're dealing with aesthetic design."

The Trump Collection does not have in-house designers, and Trump says they have always felt it was more useful to bid out each job and find people who understand each market they work in.

"While we have people to manage the construction process and to supervise the process, both in





TRUMP OCEAN CLUB INTERNATIONAL HOTEL & TOWER

terms of architects and in terms of interior design, we like finding outside talent that can make each project unique," she says. "I think that when you bring too many of those functions in-house, you start to repeat many of the same elements through each of your projects."

Trump says sometimes her team will take successful elements of different projects from job to job.

"But I really like assembling a new, fresh team for each project that we build," she says.

Trump sometimes hires one interior designer who does all the spaces. Other times, her team carves out specific aspects of the building, such as when it makes sense to work with their restaurateur's preferred designer or focus on a specific big-name designer for the spa, guestrooms or public spaces.

Betsy Hughes, associate at HBA/Hirsch Bedner Associates, has been working with Trump on the Trump Ocean Club, slated to open in Panama City, Panama in 2010. She says Trump's design process has worked well for HBA.

"Ivanka has a wonderful ability to review the essence of the project and also to study a detail on a guestroom headboard," Hughes says. "She is thoughtful, expressive and direct. This, in my experience, has allowed the project to move forward at a quick pace."

Suzanne Nessel, principal of SN Design, is the interior designer for the Trump Waikiki Beach Walk property, scheduled to open later this year in Honolulu. She says her initial design meeting with Trump and The Trump Collection team exceeded her expectations.

"After introducing the design concept … and presenting the finished boards for each space, Ivanka closely reviewed each of the 24 boards. She took the time, along with other members of her team, to exchange positive comments and offer ideas and suggestions in a most diplomatic manner. The collaboration was extremely valuable, articulate, mutually respectful and very beneficial to project direction," Nessel says.

Project Focus

NAME: Trump Ocean Club International Hotel & Tower

LOCATION: Panama City, Panama

DESIGN CONSULTANT: HBA/Hirsch Bedner Associates

GUESTROOMS: 369

COST: More than $400 million

DETAILS: Includes condominiums and condo-hotel units, wellness spa, oversized infinity pool and deck, private island beach club, upscale boutiques and shops, office lofts, hotel sky lobby, business center, concierge service, valet parking.

A sense of place

While The Trump Collection does a lot to position itself as a luxurious brand, Trump also feels passionately that her properties are viewed as contextual.

"Our project in Las Vegas has a very Las Vegas type of glamour and feel," she says. "Our project in Chicago, while very grand, is more contemporary and modern and sleek. Soho/New York, which will be opening this fall, while very luxurious, has a much funkier vibe to it. So, each project really fits within the context of the city and neighborhood in which it's built."

In the case of the Waikiki property, Nessel worked to create a project that is urbane, sophisticated and materially luxurious—yet subdued and reflective of the local lifestyle that honors the natural environment.

"We designed the building so the interior spaces all allow for full exposure to the elements and take on an outdoor character, which helps to integrate the building into the surrounding views and landscape," Nessel says. "At every opportunity, we bring plants up from the ground and into the building, using them as shading material, edge definers, guardrails and screens."

Nessel says they celebrate the unique location in the Hawaiian Islands by subtly introducing natural elements and Hawaiian motifs that are redefined in a contemporary and understated context.

"We wanted to intro-


defy the ordinary...











ALL IMAGES: TRUMP HOTEL COLLECTION: WAIKIKI



Project Focus

NAME: Trump International Hotel Waikiki Beach Walk

LOCATION: Honolulu, Hawaii

INTERIOR DESIGN: SN Design

GUESTROOMS: 464

COST: About $350 million

DETAILS: Includes residential-like accommodations, sixth-floor waterfall and infinity pool, lanai deck, private cabanas, indoor and al fresco dining, spa, fitness center, lobby bar, library, beach access, concierge service, valet parking.

duce a sense of fine craftsmanship while incorporating exotic materials to create a sense of luxury that is understated yet contextual," Nessel says.

Hughes says the Panama property makes use of molas, a part of the traditional costume of the indigenous Kuna women.

"The artwork is a sophisticated approach to local crafts and/or subject matter," Hughes says. "For example, upon entering the sky lobby, the elevators are separated from the lobby lounge by overscaled, suspended molas. The mola is unique in its size and subject matter. Even the fabrics used in the creation are modern and will allow for the pair of masterpieces to be seen from both sides. … We are certain these will be a source of national pride."

Trump says giving hotels a real local personality is something that people are gravitating toward.

"In the 1950s, you started to see a massive standardization, in terms of how hotels looked and how hotels appeared, and that served a function in terms of reconciling standards among some of these brands," she says. "But I think now, for a luxury experience at least, people don't want cookie-cutter. They want to go vacation in Hawaii and feel as though they're in Hawaii, while not compromising the luxury they'd expect in New York City. And that's something that we put a lot of time and consideration into—how to bring natural elements of the environment that we're developing in into our building in a not-kitschy and a timeless way."

Part of that, she says, is selecting people who have versatility.

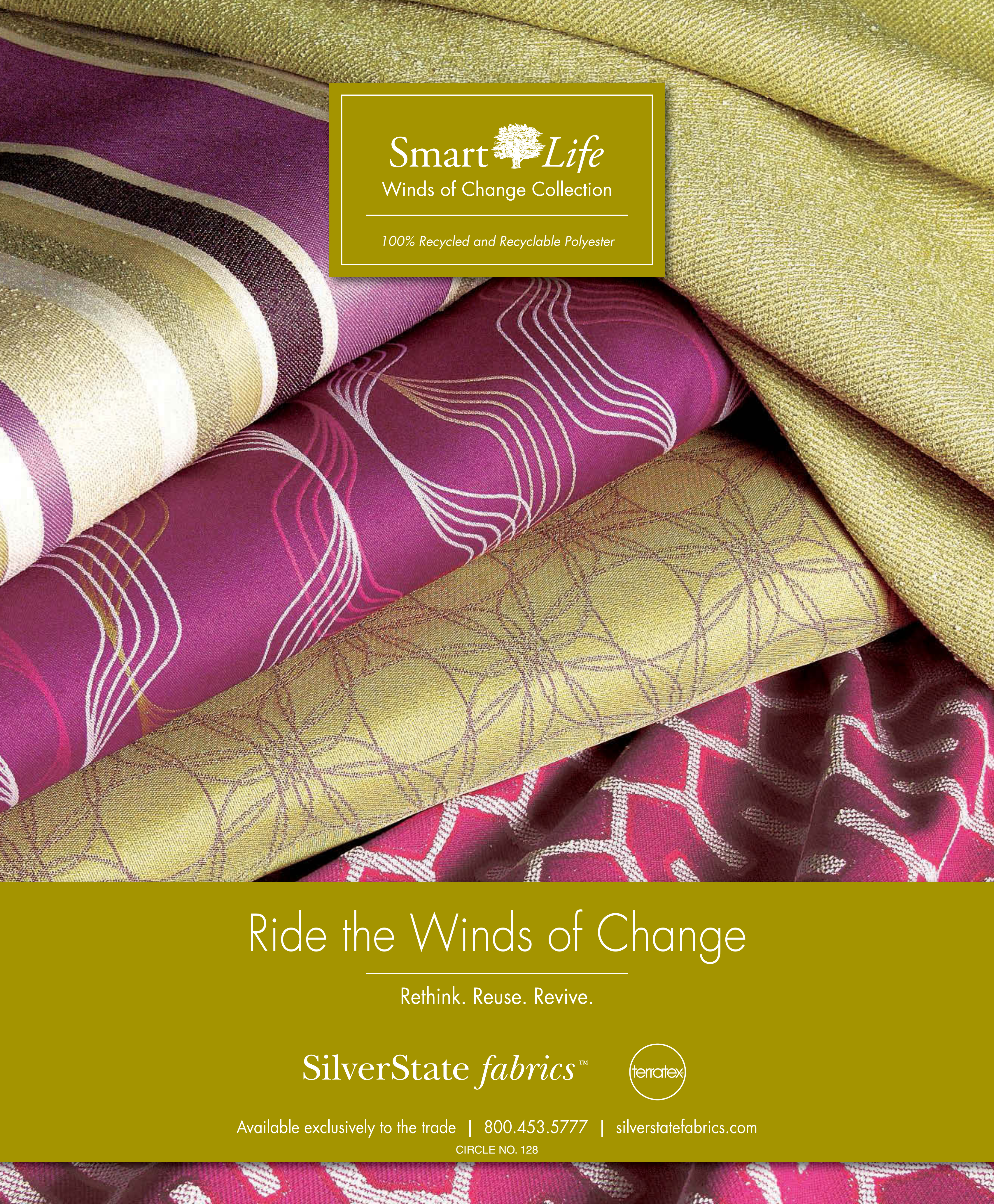
"I have definite ideas on what I like to see and a quality I expect in each of our buildings, but I also like to work with a designer who has a solid vision—while not totally inflexible—but who has a definite vision of how they can create something really exceptional."

Hughes says she has learned a lot working with The Trump Collection.

"This project is clipping along at a really quick pace, so one lesson is a reminder about scheduling and learning to supply the information to the team. … Both the construction team and ourselves have learned to stay flexible and to collaborate to reach our goals," she says.

Hughes says this is her first project with the Trump organization, and she appreciates how they, like HBA, are nimble and team-oriented.

"They are agreeable to new ideas but consistent in quality," she says. "From my view, Ivanka seems to be a big part of this and the formula works. This project has a welcoming spirit, and the team members are respectful of each other and we are all focused on common results."


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TRENDLINES green hotels

BY CHRIS CROWELL

Going green has many connotations and all of them can be summed up by the three R's—reduce, reuse and recycle. In hospitality, typically, reducing and recycling get the most attention, but for designers, reuse is an important trend.



Polly Bartlett



Mike Suomi

"Little things like [reupholstering] are easy to forget about when focusing on energy, but there is energy consumption in making new products," says Polly Bartlett, designer for Rita St. Clair Associates, who recently received her Leadership in Energy and Environmental Design accreditation from the U.S. Green Building Council.

Design reuse starts with the building itself. Hospitality requires constant development of new real estate to proliferate, and there is a big opportunity to save land and gain LEED points by using an existing building for a new project.

"We will make a decision to keep the building's shell instead of tearing one down and building another," says Mike Suomi, principal at Stonehill & Taylor Architects and Planners. "We gut right back to the exterior walls, keeping the floor slabs. Construction time is less and costs are less."

An irony in this green building strategy is the building shell is often inefficient in some way—especially a historic renovation.

"Find ways to add more windows and add daylight for energy and for happiness," Bartlett says.

Existing windows more than likely would need better insulation.

"Look where windows are—south versus north facing—and assess how the old building is heated," Suomi says. "How do you put in a new energy system that is the most efficient?"

On the inside of the building, reuse has several identities. For one, there are more reclaimed and cradle-to-cradle products available. But a strategy that's gaining favor with some designers is reusing wood or stone that's been left on the scrap heap. Bartlett says this strategy saves on the manufacturing of new materials and opens up new creative directions.

"The cool trends are reusing [elements like] old stones or wooden piers," she says. "When a lot of people think of LEED, they think of a modern look, but by using older things, it appeals to more people and gives a different feel."

There is a stereotype that green design is plain and boring, so these reclamation efforts add character back into the product. Suomi, who recently started a new effort to rid his designs of as many petroleum-based products as he can, thinks more hospitality designers should use these reclaimed materials.

"America is a disposable, throw-away culture, and there are so many wonderful things that just get thrown away. How can you think about them in a different way?" he says. "It adds richness and character, and you can do things modern by juxtaposing something old with something clean and contemporary."

InterContinental San Francisco

A 550-room hotel in the heart of the city, the InterContinental San Francisco is working to achieve LEED certification in 2010. Specific green initiatives the hotel has implemented include mold-free drywall, floor-to-ceiling windows throughout the property, double-paned windows, motion sensors in the guestrooms, automatic sensors on sinks and toilets and digital reader boards throughout the property. Other property initiatives include a linen and towel re-use program, local and organic food in the Luce restaurant and energy-efficient kitchen equipment and a comprehensive recycling program.









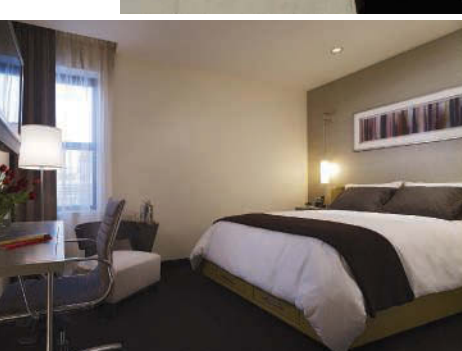
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TRENDLINES green hotels

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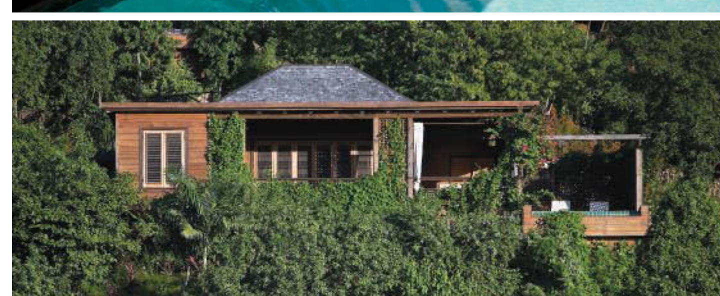
Hotel Felix Chicago

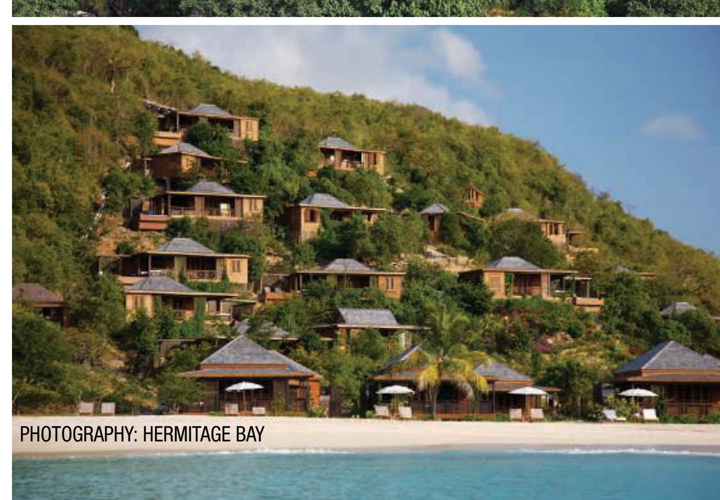
The Hotel Felix is a redevelopment of an existing Chicago property, and it is the first LEED-silver-certified hotel in the city. The hotel's exterior is traditional, but the interior is contemporary. The lobby features full-height windows, comfortable lounge furniture and natural textures in a warm, neutral palette. Some green elements international design firm Gettys implemented in the design include: tile made from cork in the meeting spaces, motion-sensitive temperature control systems in guestrooms and low-flow toilets and showerheads.

Hermitage Bay, Antigua

This luxury, all-inclusive resort is made of 25 freestanding cottage suites. The design focus centered on preservation and environmental awareness, so the resort incorporates indigenous building materials, a natural color scheme and non-invasive development techniques. All buildings were constructed from sustainable wood, hot water is provided by solar panels, and a greywater system was installed to ensure water conservation. The cottage décor is contemporary and sleek, but the open-air layout and natural-hued fabrics showcase the Caribbean style.







PHOTOGRAPHY: HERMITAGE BAY


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Reborn again

The George Washington Hotel has transformed from hotel to office, and back to hotel again, without losing its original charm.

PHOTOGRAPHY / BEN CARUFEL

When the new owners of the George Washington Hotel in Winchester, Va. took over, they wanted to restore the hotel, built in 1924, to its former grandeur. They challenged the design team to integrate modern elegance while preserving the hotel's historic charm.

"Our goal was to incorporate the historical elements into a design that provides modern luxuries and highlights the hotel's unique past," says Brooke Pearsall, managing director of design, HVScompass Design, the firm charged with redesigning the space.

The property has operated on and off as a hotel for more than 80 years. During the renovation,







HOT JAZZ The semicircular bar in the lobby features custom-designed millwork, which creates an intimate nook for the hotel's historic fireplace. The fireplace is flanked by large scale murals inspired by the Blues and Jazz era of Winchester.


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the number of guestrooms was reduced from 150 to 90. This allowed for bigger guestrooms with a more residential feel.

The guestroom design is a high-end, modern take on the traditional—blending history with today's amenities. The 10 executive suites contain hardwood floors, Jacuzzi showers and marble throughout the bathroom.

"Because the hotel is a historical landmark, we encountered restrictions as to what we could alter," Pearsall says. "We were able to embrace this by incorporating the hotel's original marble flooring, crown plaster molding and front desk into our desk. Using these pieces allowed us to preserve some of the hotel's history in our contemporary, transitional design."

The ballrooms and guestrooms were completed first, setting the tone and concept for the balance of the property. "We featured a color palette of neutral cream shades with accented orange tones and warm cherry millwork in these areas," Pearsall says.

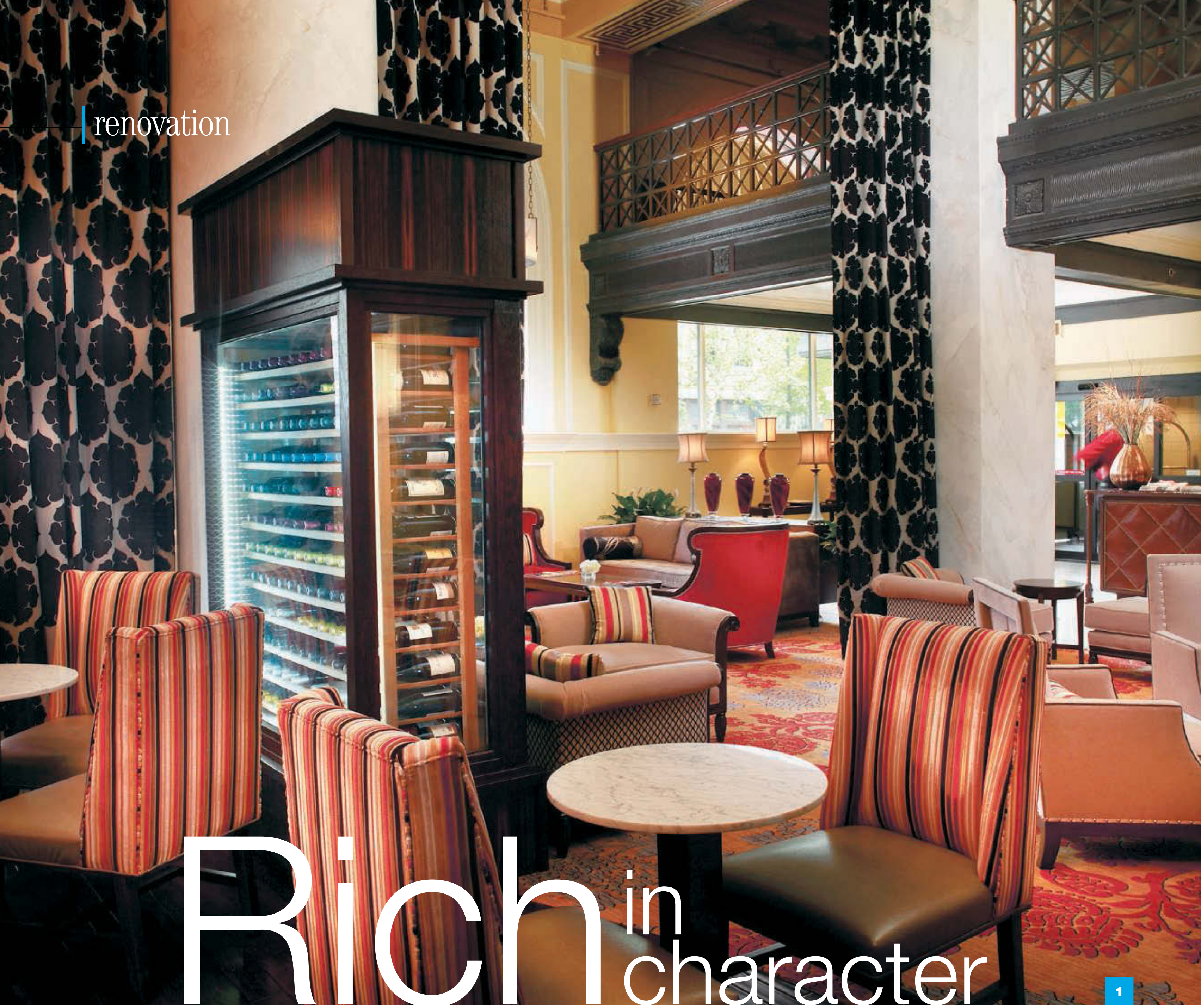
To celebrate the rich character of Winchester, the firm strategically transitioned from the romantic light and airy design tone in the ballroom and guestroom areas to a moody rhythm and blues feel in the lobby bar and boardrooms. The lobby bar has more dramatic dark woods and warmer tones.

"Our design in the lobby bar focused around a stately circular bar, which created an intimate nook for the hotel's stunning historic fireplace. The fireplace was flanked by large scale murals inspired by the blues and jazz era of Winchester," Pearsall adds.

—Victoria Burt

PROJECT SPECS

Project: George Washington Hotel, Winchester, Va.
Timeline: 2005 - Apr 2008
Design firm: HVScompass Design
Design Team: Brooke Pearsall, Nicholle Mariotti
Architect of Record: Peter Fillat, Peter Fillat Architects
SOURCE LIST BEGINS ON PAGE 64



Rich in character

A historic past comes alive in the lobby of Hotel Icon, a landmark structure in Houston

PHOTOGRAPHY / **HOTEL ICON**

WARM AND INVITING Rich colors and patterns help bring personality to seating areas set amidst a dramatic architectural space.

Bank lobbies were, at one time, decorated lavishly to give customers faith in the business. Ornate architecture meant your money would be residing in a place that had staying power. It's no wonder, then, that many historic bank buildings have escaped the wrecking ball and been reborn as hotels, restaurants and offices.

Houston's former Union National Bank, a landmark structure in the heart of the city's downtown, was built in 1911 and is one of the country's earliest steel and concrete skyscrapers—the edifice features intricately carved Corinthian columns and keystones depicting Hermes, the Greek god of trade, commerce and good fortune. The interior lobby colonnade is accentuated by two rows of 30-foot Doric columns and extensive use of decorative plaster molding. In January 2004, the building was





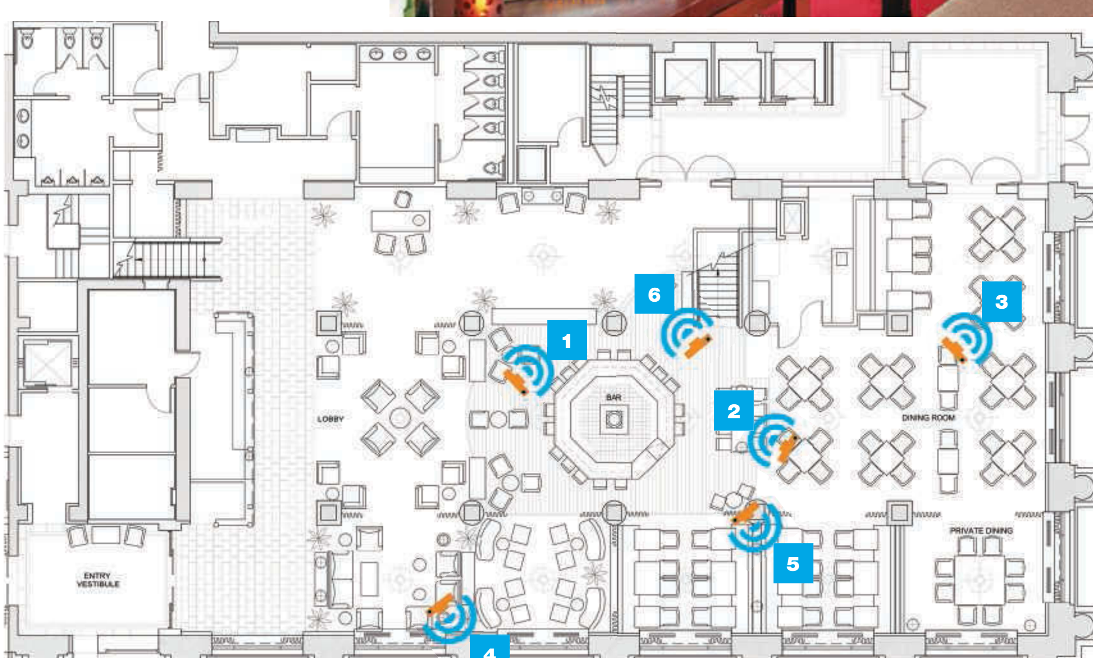
reinvented as Hotel Icon after a $35-million historic renovation. The lobby area's expansive windows, ornate ironwork and intricately carved ceiling capture the glory of an earlier era. The understated reception area—fashioned from teller stations with the original vault doors as a backdrop—reinforces the sumptuous yet residential feel of the space.

In the fall of 2007, the 12-story structure was reborn as a part of the Destination Hotels & Resorts collection, with another historic renovation, this one focusing on the lobby area, to create the new Voice Restaurant & Lounge.

Ideal for relaxing and socializing, the lobby's focal point is Voice, a signature restaurant and lounge.

"The landmark structure ... provided the inspiration for the





PROJECT OVERVIEW The blueprint, at left, shows the position and angle where photographs in this article were taken. Numbers on each photo correspond to the location on the blueprint.

This page, clockwise, from upper left: Voice restaurant aims for world-class sophistication and flair without pretension; dazzling fabrics complement the space's dramatic 30-ft Doric columns; lobby seating area brings together elegant textures with classic style.


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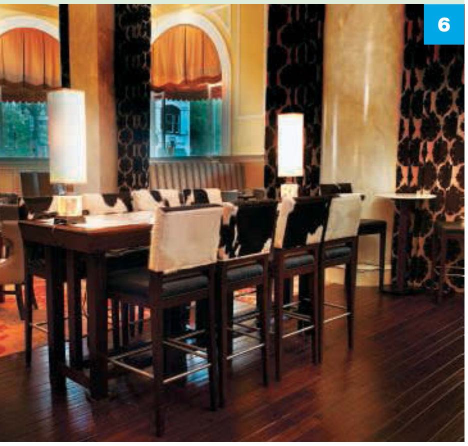
Before and after

Social Table
A key part of the renovation is the Social Table area, in a prominent area between the lounge the the restaurant.

"Social table was introduced as an energetic transition from bar area to dining room—while also providing for functional use from continental breakfast to wine tasting," says David Fritz, principal.

"Our design objective was to transform a tired and dark lobby and restaurant (below) into a space evoking a synergy enticing guests to sip, savor and socialize (bottom)," says Cynthia Johnson, principal.





6



GIVING VOICE to the lounge area, playful fabrics and prints combine to lend a cool sophistication and separate the space from the adjoining restaurant and lobby.

5

interior design, and maintaining the integrity of the building and its intriguing character was key to the work we carried out," says David Fritz, principal, Johnson David Interiors. "The scheme is therefore a blend of modern neoclassical and design elements injecting the space with new life and character, as well as giving it a quirky edge."

According to Cynthia Johnson, principal, Johnson David Interiors, the design injects a mix of boutique modern elements within the grand historic envelope.

"[We were] being sympathetic to the historical elements through a new color palette, fresh fabrics and lighting elements, bringing new life to the space," says Johnson.

While there were no specific LEED objectives for the project, the design team did make an effort to work with local Texas manufacturers, including Inter-source, Designers Furniture and Tri-Tex Enterprises for drapery fabrication. In addition, the lighting in the space is all new and designed to comply with local energy codes.

PROJECT SPECS

Project: Hotel Icon lobby renovation and restaurant addition
Project cost: $35 million
Timeline: Oct. 2007-April 2008
Design firm: Johnson David Interiors
Owner: Destination Hotels & Resorts
Design Team: Cynthia Johnson, principal; David Fritz, principal; Pamela Chelle, junior designer; Laura Hinton, junior designer

SOURCE LIST BEGINS ON PAGE 64





Take it outside

MAKE THE PATIO THE PLACE TO BE

FROM TOP, COUNTERCLOCKWISE

NATURAL AMBIENCE

The Linear Burner System Outdoor from Spark Modern Fires burns natural gas, has a remote starter and requires no cleanup.

sparkfires.com

CIRCLE 203

WARM MOSAICS

Oasis Fire's Sundance Mosaic 4-n-1 Fire Tables have a removable center and are made from all-natural granites and man-made full body porcelain.

oasisfire.com

CIRCLE 204

SHIMMERING FLAME

The Urban Fire 2 by Urban Fire is a stainless steel gas fireplace in which the fire comes through crushed glass for a shimmering firelit glass look.

urbanfire.ca

CIRCLE 205

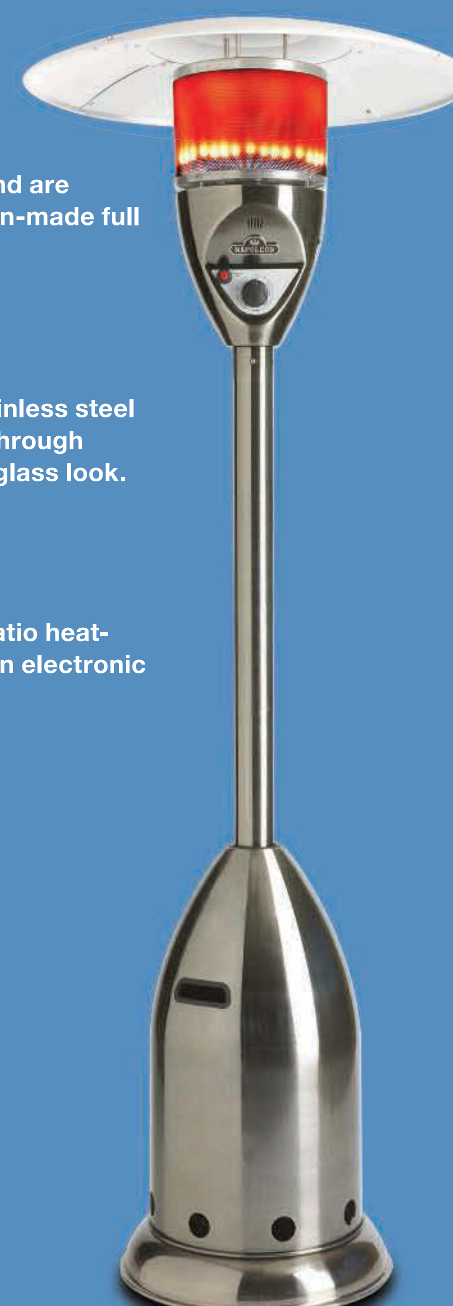
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INTIMATE SETTING
The St. Tropez Pavilion from Tuuci features three fabric walls and a low-profile roof as well as interior privacy drapes for creating a secluded changing or storage area.
tuuci.com
CIRCLE 209



RETRACTABLE ROOF
Jardin De Ville's Terrace Concept is a modular shelter that can be configured several ways. It comes with a retractable roof and full gutter system, making it rainproof.
jardindeville.com
CIRCLE 207

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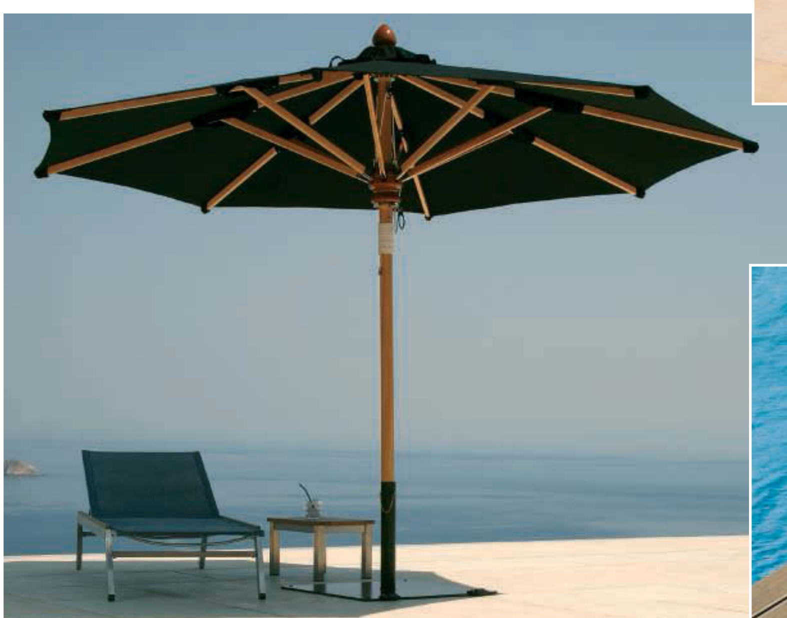
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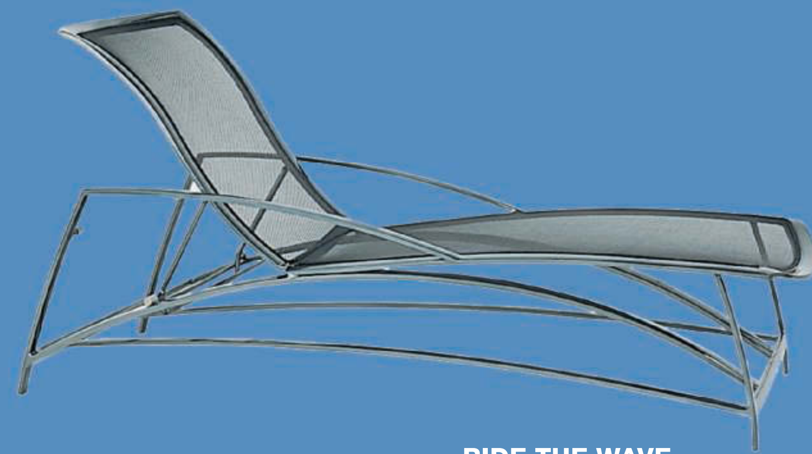
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CIRCLE NO. 102





INDOOR APPEAL
Sundrella's Wilshire seating options are built with a durable aluminum frame to survive the outdoors, but have the look and feel of fine indoor furnishings.
sundrella.com
CIRCLE 210

RIDE THE WAVE
The Wave collection from Brown Jordan has a broadly proportioned silhouette, is constructed in extruded aluminum and has a contoured seating surface, giving the chair a sense of motion.
brownjordan.com
CIRCLE 211


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grupokettal.com
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What outdoor furniture should be.
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USER ADAPTATION
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What a workout

INNOVATIVE EXERCISE EQUIPMENT

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Hotel Fitness Club's HFX Circuit uses a resistance technology system that adapts to each guest without the use of bulky plates or cables. The harder you push and pull, the more resistance you get.
hotelfitnessclub.com
CIRCLE 214



SILVER SPINNER
The eSpinner from Star Trac brings the experience of a group cycling room into the hotel. It has a touch screen to choose a goal and intensity level for a spin class-level workout.
startrac.com/espinner
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Establish constant green design with cradle-to-cradle

When it comes to green design, the hospitality industry is nearing a critical turning point. Now, more than ever before, guests are actively seeking out hotels that provide more than just quality, service, comfort and style. They're looking for hotels that are green.

Faced with increasingly sophisticated clients, the industry now needs to answer more than the age-old questions of comfort and style. To continue fulfilling guest expectations, we have to consider very real questions about human health and environmental responsibility as well as function and aesthetics. And that's where applying some of the basic principles of cradle-to-cradle design can make a real impact on the industry.

Architect William McDonough and chemist Michael Braungart of McDonough Braungart Design Chemistry (MBDC) pioneered cradle-to-cradle design—an elegantly common-sense approach to integrating environmental responsibility and human health as part of the whole design process. The philosophy is modeled on nature's own cycle—a cycle in which there is no waste, only food. Just as a leaf falls from a tree and then becomes food for that same tree, the cradle-to-cradle philosophy advocates a continuous cycle in which the same materials are used, deconstructed then reconstructed without waste. Isn't that just perfect?



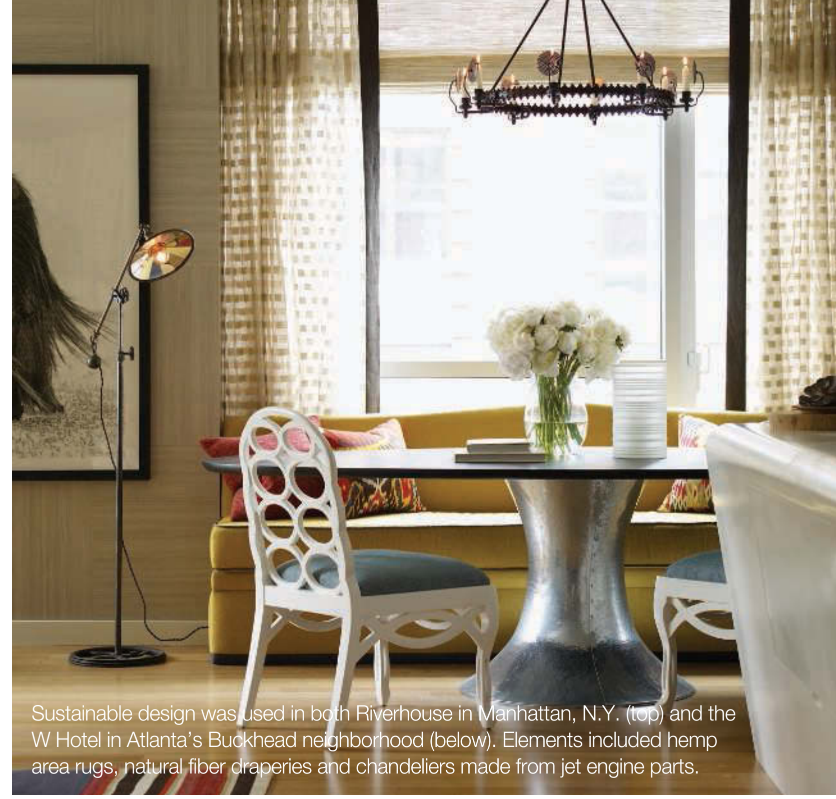
Thom Filicia
Founder & Chief Creative Officer
Thom Filicia inc.
www.thomfilicia.com

I believe it's possible to integrate cradle-to-cradle principles into hotel design at any point—whether you're starting new construction, renovating or simply looking to improve the guest experience by creating healthier, more environmentally sensitive spaces and environments.

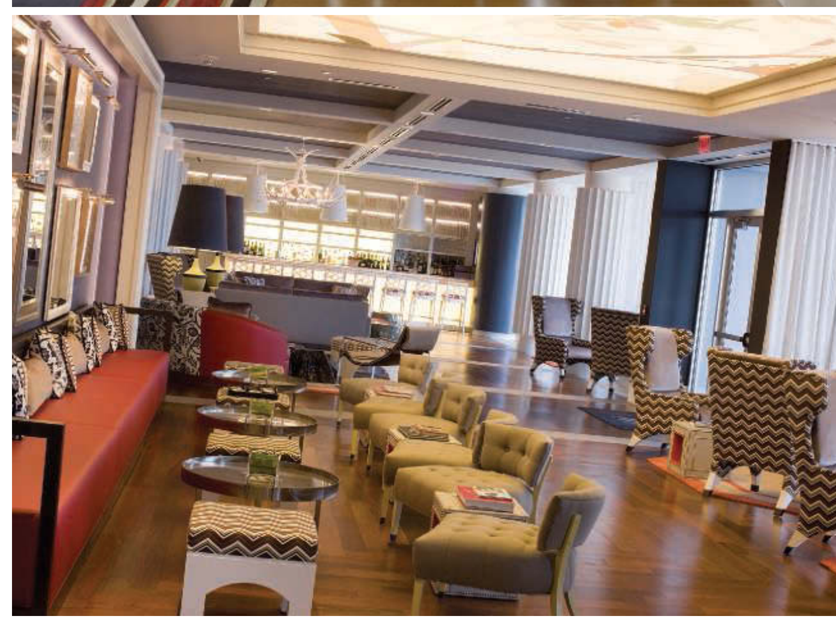
In its most simple form, this can mean selecting goods and materials that are safe for human health and the environment that can be recycled back into themselves or safely returned to the soil when they are no longer needed. Try actively choosing service goods, products and materials that have received cradle-to-cradle certification from MBDC. Companies such as Shaw Hospitality Group, for instance, offer new sustainable carpet manufactured with the company's cradle-to-cradle Silver-certified Eco Solution Q nylon, a fiber that also contains 25 percent pre-consumer recycled content.

When the carpet reaches the end of its useful life, Shaw reclaims the carpet in order to turn the fiber into new Eco Solution Q. The carpet is one of many cradle-to-cradle-certified carpet tile and broadloom products offered by Shaw, which has a clear, company-wide commitment to cradle-to-cradle design. Other high-profile companies across every industry sector—including Aveda, Kiehl's, Haworth and Herman Miller—also offer cradle-to-cradle certified products. Bravo to all of you!

In addition to establishing a preference for cradle-to-cradle-certified products, consciously selecting eco-friendly materials across every aspect of the guest experience is another significant step you can take toward the adoption of a cradle-to-cradle design philosophy. Opting for energy-efficient lighting and low-flow bathroom fixtures, choosing textiles made from bamboo or organic cotton, or sourcing biodegradable soaps all are ways to show guests your commitment to creating a beautiful and environmentally responsible experience that extends down to even the smallest detail. There is no time like right now to joint the green team—see you at practice!



Sustainable design was used in both Riverhouse in Manhattan, N.Y. (top) and the W Hotel in Atlanta's Buckhead neighborhood (below). Elements included hemp area rugs, natural fiber draperies and chandeliers made from jet engine parts.




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Create a five-star bath on a three-star budget

I recently spoke at a five-star hotel conference where the hoteliers were responsible for a variety of properties. As I rolled out the images and narration, I said to my industry peers, "How do you decide what to put in the hotel property baths?" These peers indicated they make their purchasing and design decisions by analyzing the following: 1) Level of property—three-, four- or five-star; 2) Type of property—hotel, boutique hotel, resort, timeshare, etc.; 3) Type of guest—the mix of business and leisure; 4) Guest demographics; 5) Competition in the area; and 6) Budget type—new construction, remodel or renovation.

Affluent travelers have high expectations for their five-star bathroom amenities. Today's No. 1 bath trend is bringing the spa experience into the guestroom bath. In the "shower versus tub" debate, 87 percent of consumers today prefer taking a "power shower," yet a true five-star guest expects the amenities they have at home—a separate tub and separate shower. If offered a 5-foot tub only, affluent guests would prefer a shower.

Offered both in separate showers and tubs, there are great spa therapies such as hydrotherapy (water); chromatherapy (light and color); aromatherapy (essential oils and fragrances). All of these offerings are used to improve guest moods and to promote health. Additional offerings include vibro-acoustical and



Peter Schor
Dynamic Results
pschor@dynamicresultsinc.com

basic music sound systems available through the guest's own iPod.

When it comes to showering, showerheads are No. 1 in bath selection followed by rainheads, domes, body sprays, shower columns and steam baths. These shower offerings are preferred by guests in the privacy of their bathrooms, rather than the hotel spas and fitness centers. Air massage bathtubs dispense billions of air bubbles that oxygenate the water and allow guests to add aromatherapy to their bathwater without voiding the air blower warranty.

Sustainability is easy to achieve through bath products. For example, I came across a great faucet find, Cascade Faucet (*www.cascadefaucets.com*) and its LaTorre brand of faucets. These feature single-control eco-cartridge faucets, so when guests raise the lever in the first level, it clicks into a 20- to 40-percent water-saving mode. Yes, it will take hotel guests some time to embrace this feature, but it should catch on like the dual-flush toilet did a few years ago. Furthermore, I found that Cascade's LaTorre Faucets



Sustainability is easy to achieve through single-control eco-cartridge faucets, which click into a 20- to 40-percent water saving mode when guests raise the lever in the first level.













Cutting-edge bathroom trends include bath furniture, backlit-lighting systems and LCD mirror TVs, magnification mirrors with lights and nightlights under the bathroom vanity.

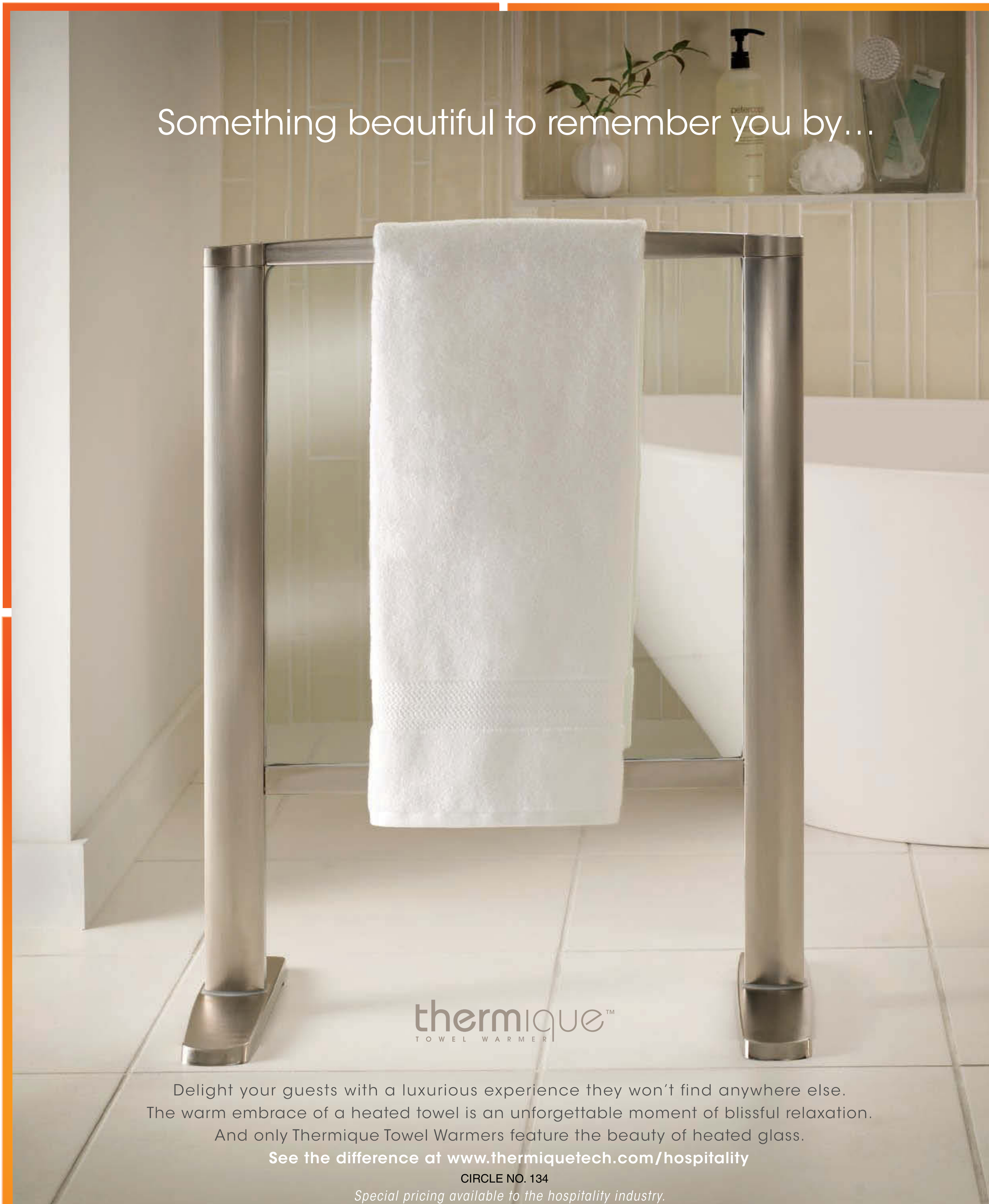
have ISO 9000 full factory green certification.

Other fashionable and cutting-edge bathroom trends in hotel baths are: bath furniture, backlit-lighting systems and LCD mirror TVs, magnification mirrors with lights (a must) and nightlights under the bathroom vanity that serve as mood lighting while enjoying the other bath therapies.

The essentials in midscale hotel baths include the showerhead (No. 1), curved shower rod; stylish faucets; better quality towels and toiletries; and magnification mirrors with lighting that can lighten the load on extensive bathroom task lighting.

The No. 1 most important thing to for experts to keep in mind is that there is no excuse for a poor design or bad taste in a three-star bathroom. You can deliver a five-star look on a three-star budget.

Peter Schor is a writer, lecturer, trainer and consultant. Contact him at pschor@dynamicresultsinc.com.


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Get educated on green design

There is something I would like to share with you that you may not know about me: I am a huge advocate of eco-friendly living. I didn't just turn green overnight though, it was with the help of my daughter, Ally, a leading teen green activist and board member of Teens Turning Green, an eco-friendly non-profit. Ally educated me on the statistics of global warming and the importance of ensuring that future generations can enjoy our beautiful planet.

When one thinks of ways to save the planet, green fabric is not something that immediately comes to mind. It may even come as a surprise to some that there is a thriving business emerging in textiles that are produced to be eco-friendly.

In my last column, I discussed reupholstering as an inexpensive and effective design tip. When considering freshening up your fabrics, why not go green? There are many exciting eco-friendly textile products on the market and several different criteria go into making what can be called an eco-friendly textile. When shopping for green fabrics, the seven basic questions you should ask are:

1. Is it recyclable?
2. Is it made of recyclable materials?
3. Is it easily biodegradable?
4. Is it produced using green manufacturing processes without harmful chemical byproducts?
5. Does it follow McDonough Braungart Design Chemistry's cradle-to-cradle principles?
6. Does the finished product's off-gas harmful chemicals have a negative effect on indoor air quality?
7. Does the manufacturer have a company-wide sustainability policy?



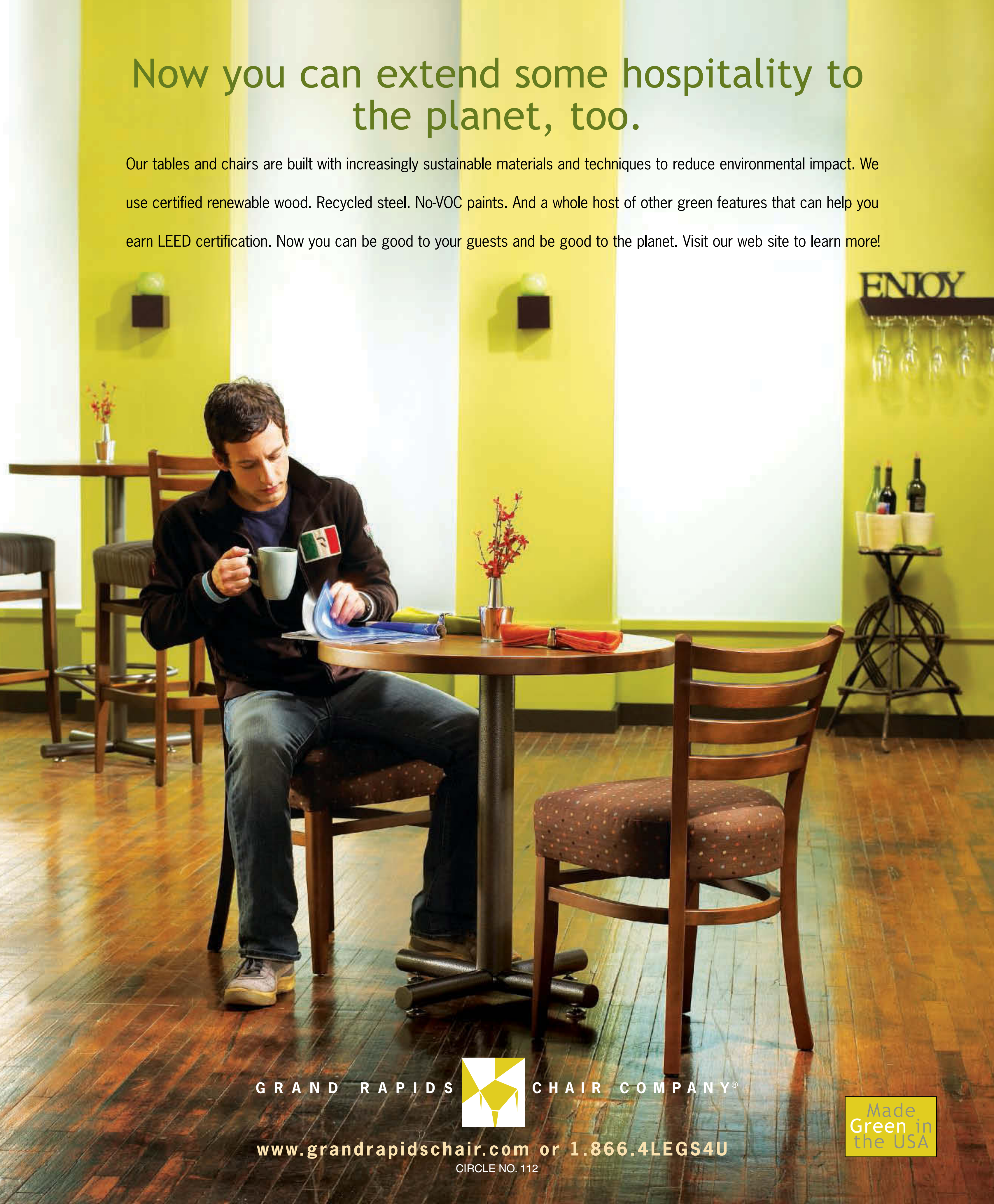
Jill Zarin
Zarin Fabric and Home Furnishings
www.zarinfabrics.com

For example, furniture manufacturer Knoll has the reputation for being fairly eco-savvy—and these principles also are followed in its textile division, Knoll Textiles. Abacus upholstery for both furniture and panels looks like virgin wool, but is actually woven from 100-percent recycled polyester sourced from both post-consumer (soda bottles) and post-industrial materials (production scraps).

The company's environmental policy is also nothing to sneeze at: It is a member of the Clinton Global Initiative Energy & Climate Change Working Group and has trimmed carbon dioxide emissions by more than 10 percent since 2006, with an investment of more than $2 million.

Eco-friendly fabrics are only one area of the green marketplace; your hotel can get in on the green action in many other simple and cost-effective ways. EcoHangers, for example, can replace wire, wooden and plastic hangers and are very durable, crafted from 100-percent recycled paper and recycled plastic. Another eco-savvy way to save the planet is to provide guests with organic, nontoxic green toiletries.

Going green has proven to be a win-win solution for many hotel chains around the world. You are able to provide guests with quality products and innovative solutions while participating in the worldwide effort to save our planet. In addition, the positive publicity that results in becoming more eco-friendly can attract forward-thinking travelers and spark the curiosity of those interested in going green.


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CIRCLE 216

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riegellinen.com

CIRCLE 217

COLOR SPLASH

The washable throws from Textillery Weavers come in a rich palette of colors and textures. They are handwoven from resistant Sunbrella yarn and are ideal for indoor or outdoor use.

textillery.com

CIRCLE 218

Ceramics can evoke modern or Old World

At Cevisama, the International Ceramic Tile and Bath Furnishings Show in Valencia, Spain, visitors usually are treated to a dizzying display of the world's newest trends in ceramic products, innovation and architectural application. This year was no exception. Many trends in ceramic tile installations typically emerge from this annual show, promising to drive the creative boundaries for architects and designers in the use of ceramic tile.



Amanda Eden
Tile of Spain Representative
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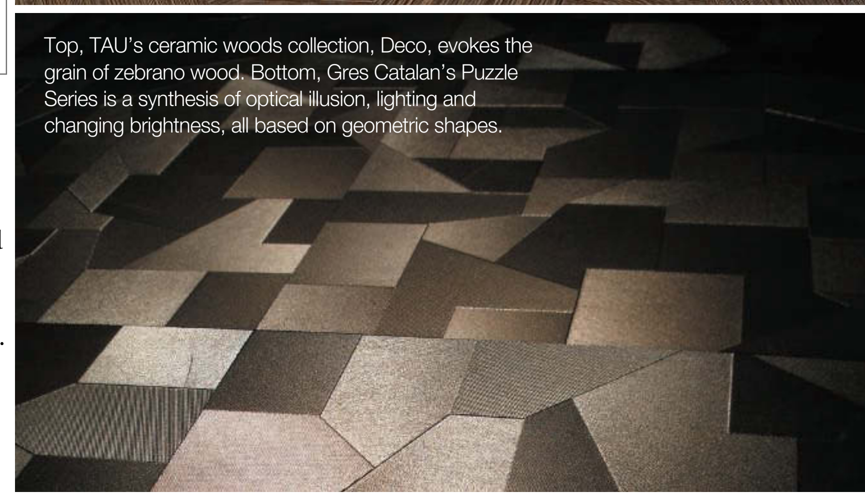
Healthy hospitality

This year, a large part of the industry has narrowed its focus on the hospitality sector, identifying the many ways tile can serve as a high-performance partner, offering benefits to all areas of hospitality, such as public spaces and hotel suites. Tile that's indistinguishable from wallpaper or wainscoting can grace a restaurant's dining room walls. As a natural germ-repellent, it doesn't stain and helps to avoid foodborne germs.

The sleeping area has another interesting use for ceramic tile. Digital printing can transform the look of tile into tufted fabric, allowing for a unique headboard. Plus, it won't hoard a vast array of microbes left behind by a steady stream of hotel guests.

Ceracasa recently introduced the Michael Banks Collection. Using Emotile technology, this photographic artist uses a new medium to unite the world of art and ceramic tile. Banks has decorated hotels such as the prestigious Olivia Plaza in Barcelona and Dubai. Ceracasa also touts the ability to incorporate way-finding graphics in tile, delivering hotel guests to their needed destination.





Top, TAU's ceramic woods collection, Deco, evokes the grain of zebrano wood. Bottom, Gres Catalan's Puzzle Series is a synthesis of optical illusion, lighting and changing brightness, all based on geometric shapes.

Sanctuary spas

Ceramic tile is a high-performance option for pool and spa areas. It inhibits the growth of mold, mildew, fungus and other organisms that usually accompany the presence of water. It is highly resistant to chemical agents such as chlorine and offers color permanence. Perhaps the most important benefit is its slip resistance. Tiles are manufactured with a defined and rated anti-slip factor so hotel and resort owners can ensure guest safety.

Natucer recently introduced Filter Floor, an elevated extruded ceramic floor system that helps prevent stagnation of water in outdoor settings and allows rapid drainage. It is suitable for use on terraces, balconies, around swimming pools and most external floor applications.

The look of weathered wood is sweeping the design front in a frenzy of textures and tones. Spanish manufacturers have embraced advanced technology to replicate finishes virtually identical to decking. So for that organic poolside, designers can easily achieve the look of wood without the risk of replacement and refinishing from warping and staining.

Design trends

Metallics are infiltrating interior spaces—commercial and residential alike. This trend seeks the sophistication of precious metals and the minimalist sheen industrial materials. A variety of manufacturers have unleashed a broad range of glimmer and shimmer. Gres Catalan's Puzzle Series is a synthesis of optical illusion based on geometric shapes. New products from Dune include the Moon series, which simulates moon craters in iridescent black, white, gold and silver.

Many of today's designers are attempting to capture an essence of the Old World in their newest commercial building projects, deferring to the use of ceramic tiles to create the lines and feel of yesteryear and infuse new spaces with heritage. With ceramic tile itself spread throughout history, it is a natural option when attempting to emulate antiquity.

Stan Cairns



Stan Cairns
Partner and Senior Designer
Cope Linder

When you're an architect in the casino gaming space, it pays to have a little luck on your side.

Fifteen years ago, members of the Cope Linder Architects firm were busy doing residential projects around their home base of Philadelphia—some backed by casinos—when the firm was asked to enter a competition. The Caesars Atlantic City property was looking to undergo a major renovation, including the addition of the Centurion Tower, and was conducting a contest to find a design firm.

"It was one of those David vs. Goliath things where we were really the unknown," says Stan Cairns, partner and senior designer at Cope Linder. "We went down to Atlantic City and it gave us an excuse to slum around the casino. We did a full design presentation that would help them improve the value of existing structures, such as the way guests came in and out of the casino."

Cope Linder's presentation stood out.

"As we got into the design of it, Caesars said 'we better send some of our people from Las Vegas,'" Cairns continues. "We worked with them for a week and they came away saying 'these guys know what they're doing.' It was a nice seal of approval."

Working with Caesars for six years kicked off Cairns' and Cope Linder's ascent into the





GOING CLUBBING The Water Club at Borgata, Atlantic City, features The Immersion Spa on the 32nd floor (left) and residential suites (right).

hospitality/gaming architecture and design space. It led to partnerships with MGM Mirage in Atlantic City, including Cope Linder's biggest and most recent projects, The Borgata casino and the attached Water Club Hotel, a $400-million luxury non-gaming property.

Q. When did you first know you wanted to be an architect/designer?
A. I had a passion for it in high school; I did a lot of drawing and later did an art history project researching gothic cathedrals.

Q. Do you have a favorite project you've worked on?
A. Working with Boyd Gaming on the Water Club, they entrusted the whole design to us. What made that so fascinating was Boyd's sophistication in the marketing plan. Instead of copying what was done down the street, they changed the whole paradigm of Atlantic City with significant market research.

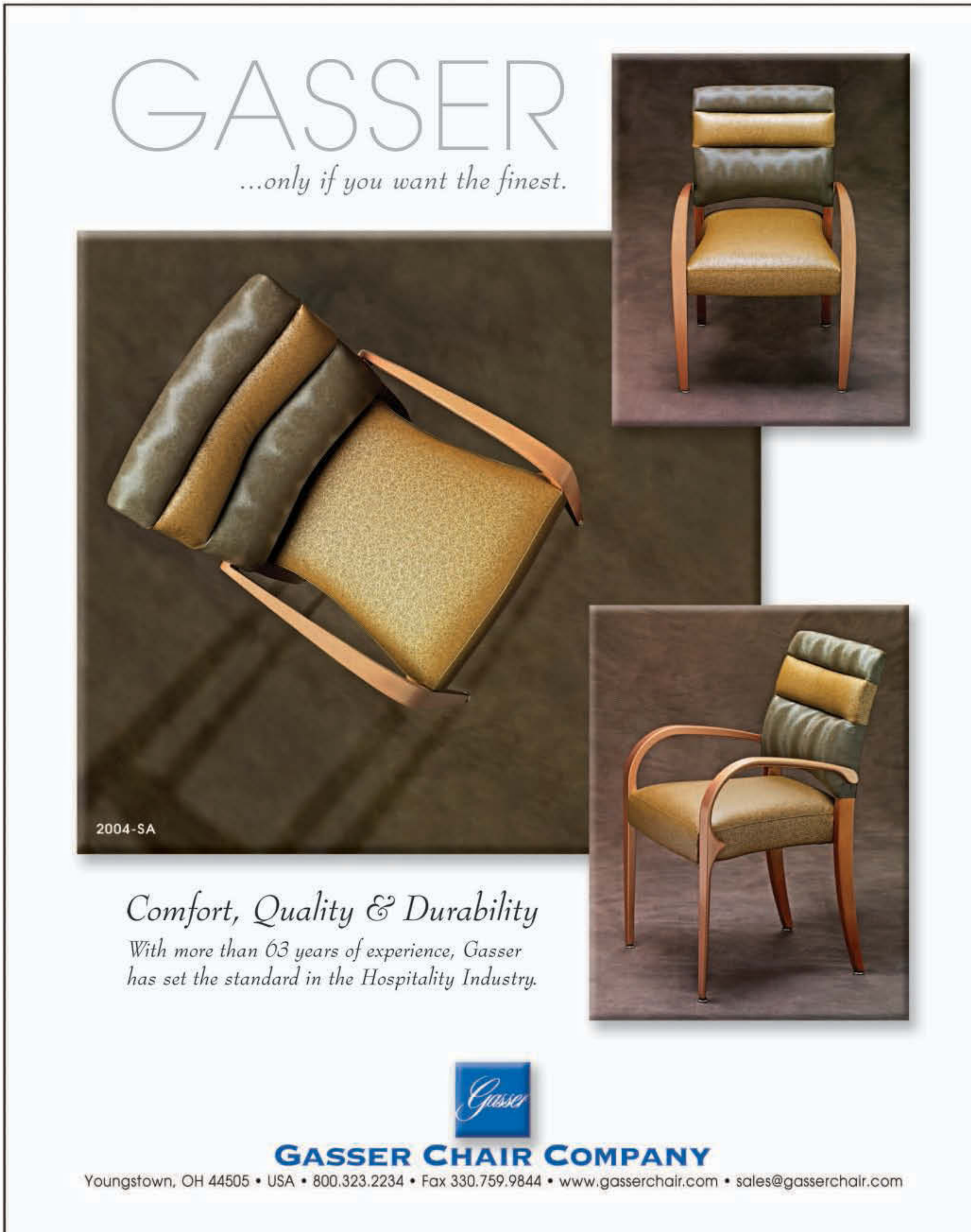
Q. When considering a project, what will make or break your decision?
A. Part of it is understanding who the client is and who the owner is. On some hotel projects, we develop concepts before we have an operator. We look closely at location and site and understand the costs of construction, the costs to do the right job.

Q. How do you know you've designed a great project?
A. There's always excitement surrounding the ribbon cutting, but projects we're excited about create a good buzz after the fact. "Man, I've had a great time there; That's such a great property; Oh, you guys did the Borgata?" We really enjoy hearing comments like that from clients and customers.

Q. Are there particular styles that someone would recognize your design by?
A. All of our designs represent aspirations of the client and their context. We try and do things that are intrinsically good from a planning standpoint and plan them to be really efficient from an operations standpoint. From a design side, we tend to be a little more understated. Understated elegance.

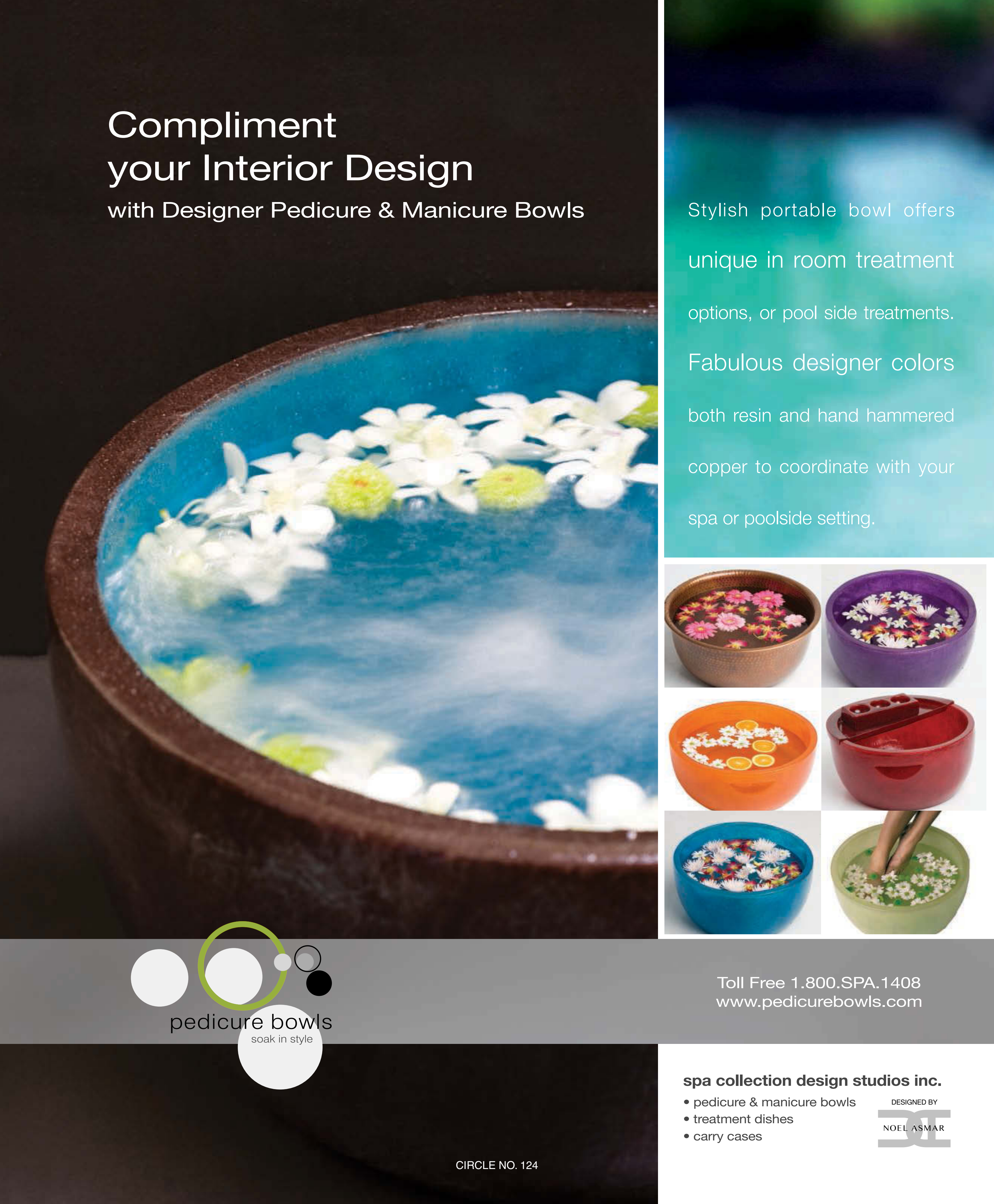
Q. Any future projects you can discuss?
A. They're all kind of wait and see right now. One that's public is a high-rise condo in Center City Philadelphia at 1706 Rittenhouse Square St., just off the park. It's a very high-end 31-story residential project with 30 full floor residences and a two story penthouse. It also has an underground automatic parking system and a nice setback making room for a lush garden terrace.

Q. Outside of work, what do you enjoy?
A. When we get a chance to travel, it's fun because I do hotel design. We went to Europe and found all these one-off places—tucked away hotels—that were not in the normal network of things. Those are a lot of fun to find and experience. When I do travel, I try to dig a little deeper and find those.



CIRCLE NO. 110


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Your guide to featured projects

Not all items are shown in photos

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Advertorial

The TV Mirror Collection™

by Majestic Mirror







TV Behind the Mirror
The ToteVision Difference

In the same way that the appropriate aesthetic design of the mirror is essential to a room's style, the quality and reliability of the TV behind the mirror should be fundamental. Majestic Mirror has partnered with ToteVision to ensure that you are viewing one of the best, commercial-grade TVs available.

ToteVision specializes in manufacturing ATSC/QAM TVs that utilize A+ grade television screens. Their focus in the hospitality, security, and broadcast industries helps to ensure that ToteVision's products are innovative, reliable in a 24/7 environment, and the picture image meets professional broadcast standards. ToteVision TVs have been installed and currently reside in several luxury and upscale hospitality properties and casinos.

- Standard sizes include 10" to 15" TV models; other sizes are available.
- Ability to provide custom design or functionality to meet specific requirements.
- Commercial-grade, hospitality-oriented models that support combined off-air and cable signals.

Vanishing Technology

In keeping with its tradition of elegance and innovation, Majestic Mirror and Frame introduces the PVT Mirror, a luxurious mirror with a built-in LCD TV screen. The technology combines the brightest mirror with an ultra-bright television screen that transmits the clearest picture, with 99% of its color and brightness when turned on. The TV disappears and becomes a reflective surface when turned off.

Also available in a variety of fine finishes and elegant styles is the breakthrough FVT Mirror. This technology utilizes a slightly darker reflective mirror surface and pairs it with the brightest LCD television available. The beauty of this model is that the television screen completely vanishes when in the off position. Allowing the beauty of the mirror to shine, no matter how you look at it.





Majestic MIRROR & FRAME™

Majestic Mirror & Frame is an innovative leader in hospitality design. Established in 1995 by industry visionary, Alan Mandel, Majestic Mirror offers an unmatched array of products ranging from large statement pieces for lobbies to full-length mirrors for guestrooms. Created using a wide variety of unique materials including wood, wood and gesso, urethane, metal, styrene, leather, shells and skins, Majestic's mirrors are perfectly suited to accompany traditional, transitional and contemporary décor. Adept at meeting the design and budget requirements of discerning clients of all types, Majestic Mirror prides itself on being able to effectively deliver custom styles, sizes and finishes with ease, efficiency and a focus on satisfying your desires.

CIRCLE NO. 142

Please Come See Our Collections at HD Boutique **Booth 1311**.

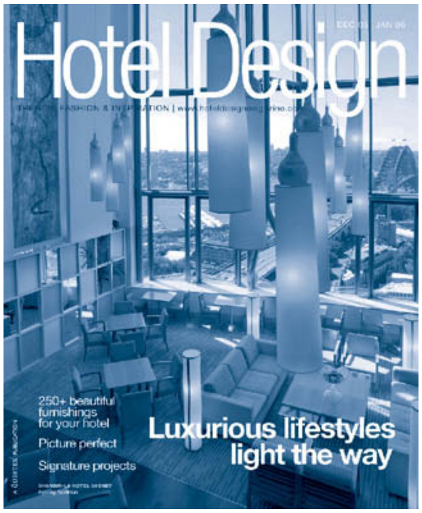
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Please fill in ovals as shown ●

1. Which of the following best describes your business relationship to the hotel, resort or spa industry? (fill in ONE only)

Architects/Designers
- 01 ○ Interior Design Firm designing hotel, resort and spa properties
- 02 ○ Architectural Firm designing hotel, resort and spa properties
- 03 ○ Contractor/Builder/Developer building hotel, resort and spa properties
- 04 ○ Purchasing Firm buying FF&E for hotel, resort and spa properties
- 05 ○ Other (please specify) ____________

Owner/Operators
- 06 ○ Hotel ➡
- 07 ○ Resort ➡
- 08 ○ Lodge ➡

If a hotel, resort or lodge, indicate the number of rooms:
- 1 ○ 300 Rooms or More
- 2 ○ 100-299 Rooms
- 3 ○ Under 100 Rooms

- 09 ○ Destination Spa
- 13 ○ Headquarters or Regional Office: Franchises, Chains, Referral/Management Organizations
- 14 ○ Hotel Property/Real Estate Developers/ Independent Developers
- 20 ○ Other (please specify) ____________
- 30 ○ Trade, Supplier, Dealer, Distributor or Manufacturer's Rep
- 50 Other (please specify) ____________

2. Which of the following best describes your title? (fill in ONE only)
- 001 ○ Owner/President/CEO
- 002 ○ Partner
- 003 ○ Project Director/Manager
- 004 ○ Purchasing Director/Manager
- 005 ○ Architectural Director
- 006 ○ Sr. Design Director
- 007 ○ Other VP/Director/Manager
- 008 ○ Interior Designer/Architect/Engineer
- 009 Other Design Personnel (please specify) ____________
- 010 Other Management Personnel (please specify) ____________
- 020 Other (please specify) ____________

3. Owner/Operators (Lodges, hotels, resorts, spas)

A. If more than one, how many properties do you own or operate? (please specify) ____________

4. How many lodging projects have you worked on for hotels, resorts and spas in the last 24 months?
- 1 ○ 25 or more
- 2 ○ 10–24
- 3 ○ 5–9
- 4 ○ 1–4

5. Please indicate the number of employees at your firm's address, including yourself:
- 1 ○ 25 or more
- 2 ○ 10–24
- 3 ○ 5–9
- 4 ○ 1–4

6. Which of the following functions do you perform in the design/décor process? (fill in ALL that apply)
- 1 ○ Program Planning and Concept
- 2 ○ Schematic Designer
- 3 ○ Design Development
- 4 ○ Architecture/Design/Development
- 5 ○ Installation
- 6 Other (please specify) ____________
- 89 ○ None of the above

7. Your firm's total lodging project revenue for the last 12 months? (For architectural or interior design firms only):
- 1 ○ More than $10 Million
- 2 ○ $5M – $9.99 Million
- 3 ○ $4M – $4.99 Million
- 4 ○ $3M – $3.99 Million
- 5 ○ $2M – $2.99 Million
- 6 ○ $1M – $1.99 Million
- 7 ○ Less than $1 Million

8. Type of ownership (for hotels and resorts only):
- 1 ○ Chain
- 2 ○ Franchise
- 3 ○ Management Company
- 4 ○ Independent
- 999 Other (please specify) ____________

9. Which of the following product categories do you purchase, specify, approve or otherwise influence the purchase of? (fill in ALL that apply)
- 21 ○ Apparel
- 22 ○ Architectural/Building Products (including electrical, plumbing and other products)
- 23 ○ Art & Accessories (including flowers and plants)
- 24 ○ Communication systems, services and equipment (including audio/visual)
- 25 ○ Furniture, fixtures, equipment (FF&E)
- 26 ○ Wall coverings
- 27 ○ Fabrics
- 28 ○ Lighting Products
- 29 ○ Flooring (including stone, tile, carpeting)
- 30 ○ Security Systems
- 31 ○ Window Treatments
- 32 Other (please specify) ____________
- 99 ○ None of the above

For important free product/service information, circle the numbers that correspond to the ads you've seen in this issue.

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RESOURCE GUIDE

PRODUCTS

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CIRCLE NO. 152





Peter Schubert

NORTH AMERICA DESIGN DIRECTOR FOR RMJM

Peter Schubert has worked on a number of global design and architecture projects, including the J.W. Marriott in the Sogutozu district of Ankara, Turkey, currently under construction. How Peter weaves his projects into the fabric of each city defines his work.

Now reading:
The Sunday edition of The New York Times

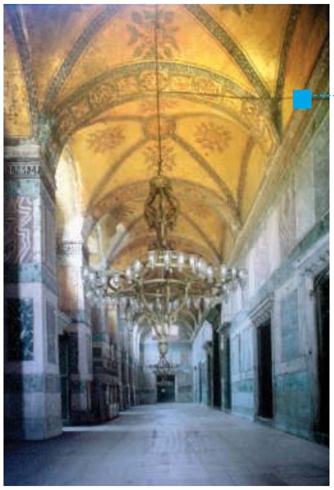
My drink:
Burgundy wine

Favorite artist:
James Welty, metal sculptor

MY MUSIC PLAYLIST IS highlighted by the standards. If stranded at a luxury hotel on a sun-swept island, all I'll want are the catalogs of Chet, Ella and Frank to keep me company.

I GET CREATIVE INSPIRATION FROM teaching my brilliant fourth-year design students at Cooper Union in New York, who bring to the table fresh and fearless ideas about architecture.

MY ARCHITECTURAL DESIGN IS INFLUENCED BY 20th century Modernism and its state of constant innovation. I like to think of my architecture as 20th century Modernism with an innovative twist.



OVERDONE IN DESIGN TODAY IS the glass tower. As much as I loved them, the day of the glass tower is over. It doesn't make environmental sense in our new sustainable future.

TODAY'S HOT INTERIOR THEME IS modern, contemporary and beautiful. One interesting finding over the past 15 years in hospitality projects is the importance for interiors to be contemporary with great attention to the choice of materials, textures, color and of course, beauty.

MY FAVORITE MATERIALS TO WORK WITH ARE metal, glass and stone. It's hard to pick one and the trick is how to use all three in an innovative way.

MY ADVICE TO YOUNG HOSPITALITY ARCHITECTS IS always create great architecture that will stand the test of time. People like to go back to places that are powerful and memorable.

THE MOST IMPRESSIVE ARCHITECTURAL SPACES I'VE SEEN ARE three spaces that cover different eras and geography: The Hagia Sophia in Istanbul, with its vast interior, is a world wonder that changed the course of architecture in history. The Laurentian Library in Florence, designed by Michelangelo, is impressive for its intelligence. The Four Seasons Bar in the Seagram Building in New York City, by Mies van der Rohe, is one of the best contemporary, modern spaces of the 20th century and a wonderful place to enjoy a glass of Burgundy. Napoleon once said the only drink he could stomach was a nice Burgundy ... and I'm right there with him.

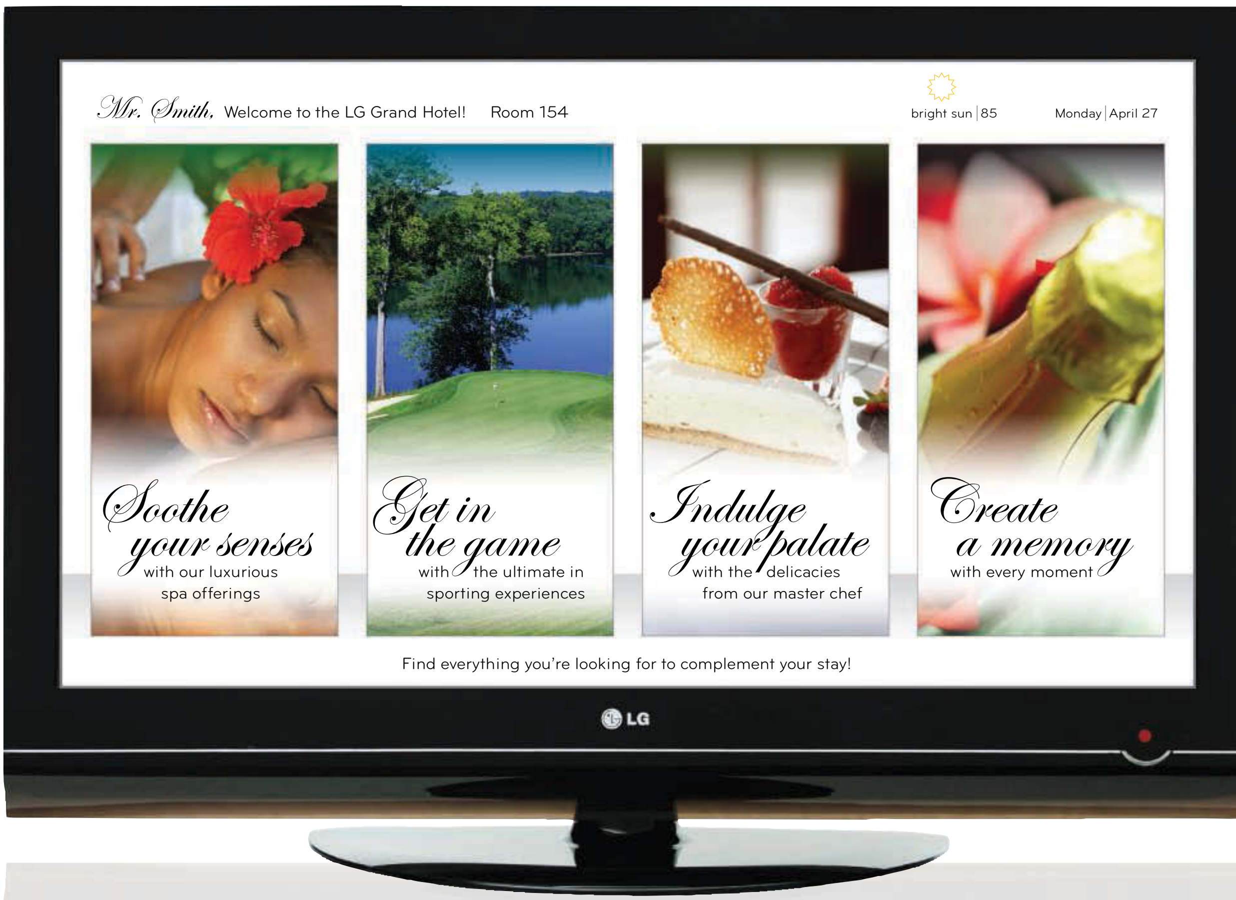
MY GREATEST CAREER ACHIEVEMENT IS my next building.



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HOTEL DESIGN (ISSN 1932-8990) is published monthly except July/August combined (11 times per year) by Questex Media Group, Inc. 306 W. Michigan Street, Ste 200, Duluth, MN 55802. Subscription rates: $36.30 for 1 year, $60.50 for 2 years in the United States and Possessions: $88.00 for 1 year, $147.95 for 2 years in Canada and Mexico; all other countries $88.00 for 1 year, $147.50 for 2 years. Single copies (prepaid only): $6.50 in the United States, $8.00 in Canada and Mexico, $15.00 all other countries. Back issues, if available: $7.00 in the U.S.; $10.00 in Canada and Mexico: $15.00 for all other countries. International subscriptions will be subjected to $75.00 per annual order for air-expedited service. Include $6.50 per order plus $2.00 per additional copy for U.S. postage and handling. Periodicals postage paid at Duluth MN 55806 and additional mailing offices. POSTMASTER: Please send address changes to HOTEL DESIGN, PO Box 1268, Skokie, IL 60076-8268. Canadian G.S.T. number: 840 033 278 RT0001, Publication Mail Agreement Number 40017597. Printed in the U.S.A.

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